

Gum in France

Market Direction | 2022-07-08 | 22 pages | Euromonitor

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Report description:

Gum continued to struggle through 2021 and into 2022, as many French consumers were working from home and therefore did not have the usual opportunities to purchase gum. The pandemic situation has stabilised, but the category remains impulse-driven and the shopping behaviour of many consumers has changed, notably so at the checkouts in modern grocery retailers (the main distribution channel). Customers are increasingly focusing on their mobile phones at checkouts and are therefore less observant...

Euromonitor International's Gum in France report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Bubble Gum, Chewing Gum.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Gum market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Gum continues to struggle due to reduced impulse-purchase occasions and changes in shopping behaviours

Gum production in France dealt a blow by job losses at Wrigley France SNC, whilst the player looks forward to more modern trends

Fortified, "healthy" and sustainable gum will continue to drive innovations, with Mondelez France setting the stage

PROSPECTS AND OPPORTUNITIES

Natural eco-friendly gum set to be a major future trend, to rid the environment of harmful plastic residues from industrial gum

Innovations in functional and sustainable gum will help stimulate sales in sluggish category

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